



# Doggie

# POOL-ooza

## SPONSORSHIP OPPORTUNITIES AND VENDOR INFORMATION



**QUESTIONS OR FOR MORE INFORMATION:**

Kristie Stevens, Event Coordinator

Regional Parks Department

777 East Rialto Avenue

San Bernardino, CA 92415

Email: [Kstevens@parks.sbcounty.gov](mailto:Kstevens@parks.sbcounty.gov)

Telephone: 909-387-2461



## DOGGIE POOL-OOZA SPONSORSHIP OPPORTUNITIES

On Saturday, September 6th 2014 Regional Parks will host the 5th annual "Doggie POOL-ooza" event at Cucamonga-Guasti Regional Park located at 800 North Archibald Avenue, Ontario from 9:30 a.m. to 4:00 p.m. Doggie POOL-ooza allows your dog a chance to run, play and swim in the park's lagoon after it has closed from the summer season. It is good exercise for the animals, and an opportunity for both pets and their owners to socialize. In addition to the "free-swim", Regional Parks also incorporates contests and pet education workshops into the program, including pet adoption opportunities.

Encouraging and supporting healthy outdoor activities for your pets is extremely important to Regional Parks. Events such as this do not succeed without the support of sponsors like you. Please join me in supporting Regional Parks by becoming a sponsor. Your support in the form of a monetary sponsorship and/or donations for opportunity drawings would help guarantee the success of this event and would be greatly appreciated. Friends of Regional Parks (F.O.R. Parks) is partnering with us to offer you the opportunity to make sponsorship and/or donation tax exempt. They are our non-profit 501(c) (3) tax-exempt organization. You can make your donation in the form of a **check made out to F.O.R. Parks and mailed to the address below**, For your records, the F.O.R. Parks tax identification number is 51-0176065.

Regional Parks Administration Office  
Attn: Doggie POOL-ooza  
777 East Rialto Avenue  
San Bernardino, California 92415-0763

We hope you will be a part of our fifth annual "Doggie POOL-ooza".

Thank you for your consideration,



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## DOGGIE POOL-OOZA DATA

Our events have brought out over 1,500 dogs and their owners during the last four years. Based upon the success and high interest in this event, we anticipate larger crowds. Join us in bringing awareness for your company/brand to hundreds of residents in the region.

### GENDER (Humans)

Male.....	37.8%
Female.....	62.2%

### AGE (Humans)

55 and up.....	24.7%
34-53.....	19.1%
24-33.....	31.9%
12-23.....	12.4%
Under 12.....	10.9%

### GEOGRAPHIC LOCATION

Within 10 miles.....	64%
Within 25 miles .....	13%
Within 50 miles.....	12%
Within 75 miles.....	7%
Within 100 miles.....	4%

### DOG BREED SIZE

Small.....	42.2%
Medium.....	27.8%
Large.....	30%

## **GREAT DANE SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Naming rights to the event- “(Your Organization) presents DOGGIE POOL-OOZA”
- Your name mentioned in all radio advertising
- Your company’s name and logo included in all print ads
- Your company’s name and logo included in all press releases
- Your company’s name included in all direct email notifications– over 50,000 contacts
- Your company’s name and logo included in all social media posts and notifications includes Facebook, Twitter, Instagram and YouTube
- Your company’s name and logo displayed on all event banners
- Your company’s name and logo displayed on Regional Parks and County of San Bernardino websites

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth
- Recognition for your sponsorship throughout the entire event

### **INCENTIVES**

- 10 entry passes to event
- Sponsorship “Thank You” plaque to display at business

**TOTAL PACKAGE: \$1,250**

## **GERMAN SHEPARD SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo included in all print ads
- Your company's name and logo included in all press releases
- Your company's name included in all direct email notifications— over 50,000 contacts
- Your company's name and logo included in all social media posts and notifications includes Facebook, Twitter, Instagram and YouTube
- Your company's name and logo displayed on all event banners
- Your company's name and logo displayed on Regional Parks and County of San Bernardino websites

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth
- Recognition for your sponsorship throughout the entire event

### **INCENTIVES**

- 8 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$1,000**

## **GREYHOUND SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo included in all press releases
- Your company's name included in all direct email notifications– over 50,000 contacts
- Your company's name and logo included in all social media posts and notifications includes Facebook, Twitter, Instagram and YouTube
- Your company's name and logo displayed on all event banners
- Your company's name and logo displayed on Regional Parks and County of San Bernardino websites

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth
- Recognition for your sponsorship throughout the entire event

### **INCENTIVES**

- 6 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$750**

## **BEAGLE SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name included in all direct email notifications— over 50,000 contacts
- Your company's name and logo included in all social media posts and notifications includes Facebook, Twitter, Instagram and YouTube
- Your company's name and logo displayed on all event banners
- Your company's name and logo displayed on Regional Parks and County of San Bernardino websites

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth
- Recognition for your sponsorship throughout the entire event

### **INCENTIVES**

- 6 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$500**

## **SWIMSUIT FASHION SHOW SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo displayed on activity banner
- Your company's name and brief description of your services mentioned during activity

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth

### **INCENTIVES**

- 4 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$300**



## **TALENT SHOW SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo displayed on activity banner
- Your company's name and brief description of your services mentioned during activity

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth

### **INCENTIVES**

- 4 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$250**

## **OWNER/DOG LOOK-A-LIKE SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo displayed on activity banner
- Your company's name and brief description of your services mentioned during activity

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth

### **INCENTIVES**

- 4 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$200**

## **LIL' DOG RACES SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo displayed on activity banner
- Your company's name and brief description of your services mentioned during activity

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth

### **INCENTIVES**

- 4 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$175**

## **CHIHUAHUA SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo displayed on banner at event
- Your company's name and brief description of your services mentioned during event

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth

### **INCENTIVES**

- 4 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$100**

## **PUPPY POWER SPONSORSHIP**

### **PRE-EVENT BENEFITS**

- Your company's name and logo displayed on banner at event
- Your company's name and brief description of your services mentioned during event

### **ONSITE BENEFITS**

- Free 10 x 10 vendor booth

### **INCENTIVES**

- 2 entry passes to event
- Sponsorship "Thank You" plaque to display at business

**TOTAL PACKAGE: \$75**

### Doggie Pool-ooza Sponsorship Application/Agreement

I agree to be a sponsor of "Doggie Pool-ooza" Saturday, September 6, 2014 at Cucamonga-Guasti Regional Park.

Please indicate which sponsorship package you would like to benefit from:

<b>GREAT DANE</b>	<b>\$1,250</b>	<b>GERMAN SHEPARD</b>	<b>\$1,000</b>
<b>GREYHOUND</b>	<b>\$750</b>	<b>BEAGLE</b>	<b>\$500</b>
<b>Swimsuit Fashion Show</b>	<b>\$300</b>	<b>Talent Show</b>	<b>\$250</b>
<b>Owner/Dog Look-alike</b>	<b>\$200</b>	<b>Lil' Dog Races</b>	<b>\$175</b>
<b>CHIHUAHUA</b>	<b>\$100</b>	<b>Puppy Power Sponsorship</b>	<b>\$75</b>

Donation: \_\_\_\_\_ valued @ \$ \_\_\_\_\_

#### **CONTACT INFORMATION:**

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE:(     ) \_\_\_\_\_ FAX:(     ) \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PAYMENT BY CHECK/MONEY ORDER: AMOUNT: \$ \_\_\_\_\_ (please include payment and return with this form on or before **Friday, July 1, 2014. Checks made payable to F.O.R. Parks**)

#### **RELEASE OF LIABILITY:**

*Except for the active negligence or willful misconduct of the County, PERMITTEE undertakes and agrees to defend, indemnify and hold harmless the County of San Bernardino, any and all of its Boards, Officers, Agents, Employees, Assigns and Successors in interest from and against all suits and causes of action, claims and liability of any nature whatsoever, for death, injury to any person, including PERMITTEE'S employees and agents, or damage or destruction of any of the property to either party hereto of third parties, arising in any manner by reason of, or incident to, the performance of this Agreement on the part of the PERMITTEE or subcontractor of any tier. Should you elect to relinquish your assigned location of any reason the booth space will automatically become the property of County of San Bernardino Regional Parks Department, Cucamonga-Guasti Regional Park. If there are any articles that are inappropriate and have not been approved you will be asked to remove them from your display area.*

I have hereby read and agree to the terms and conditions set forth above:

Signed by: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for your sponsorship of "Doggie Pool-ooza"!**

## DOGGIE POOL-OOZA VENDOR APPLICATION

In addition to sponsorships we also offer local business the opportunity to share their product and/or service information at this event. **The fee is only \$50.00.** If you are interested in joining us, please fill out the enclosed application and return it with a check or money order to:

Regional Parks Administration Office  
Attn: Doggie POOL-OOZA  
777 East Rialto Avenue  
San Bernardino, California 92415-0763

We hope you will be a part of our fifth annual "Doggie Pool-ooza".

Thank you for your consideration,

A handwritten signature in cursive script that reads "Kristie Stevens" followed by a small smiley face "😊".

Kristie Stevens, Event Coordinator  
Regional Parks Department  
777 East Rialto Avenue  
San Bernardino, CA 92415  
Email: [Kstevens@parks.sbcounty.gov](mailto:Kstevens@parks.sbcounty.gov)  
Telephone: 909-387-2461

## "DOGGIE POOL-OOZA" Vendor Booth Space Application

Name of Contact Person: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### **FEES (Please check desired space):**

Merchandise Booth: \_\_\_\_\_ 10 x 10 space is \$50.00

Food Booth/ Truck: \_\_\_\_\_ 10 x 10 space is \$100.00 (size of area can be discussed)

County Agency: \_\_\_\_\_ 10 x 10 space is FREE

I understand and agree to comply with all laws pertaining to the Park. There are **NO REFUNDS**.

**IMPORTANT:** All Vendors must submit a copy of Liability Insurance listing the County of San Bernardino Regional Parks as additionally insured. Also, if needed it is your responsibility to obtain a SELLER'S PERMIT AS REQUIRED BY THE STATE BOARD OF EQUALIZATION. (A temporary permit application may be obtained by calling (800) 400-7115. There is NO fee for temporary permit).

### **THERE IS NO GUARANTEE ON SPECIAL BOOTH SPACE REQUESTS.**

Resale Permit or Tax I.D. No. : \_\_\_\_\_

Please submit a photograph and describe in detail what you will be selling. Items not listed may not be sold. Attach additional sheet if necessary.

\_\_\_\_\_  
\_\_\_\_\_  
*Except for the active negligence or willful misconduct of the County, PERMITTEE undertakes and agrees to defend, indemnify and hold harmless the County of San Bernardino, and any and all of its Boards, Officers, Agents, Employees, Assigns and Successors in interest from and against all suits and causes of action, claims and liability of any nature whatsoever, for death, injury to any person, including PERMITTEE'S employees and agents, or damage or destruction of any of the property or either party hereto of third parties, arising in any manner by reason of, or incident to, the performance of this Agreement on the part of the PERMITTEE or sub-contractor of any tier. Should you elect to relinquish your assigned location of any reason the booth space will automatically become the property of the County of San Bernardino Department of Regional Parks, Cucamonga Guasti Regional Park. If there are any articles that are inappropriate and have not been approved you will be asked to remove them from your display area.*

HAVE READ AND AGREE TO THE ABOVE CONDITIONS. I UNDERSTAND THAT THIS APPLICATION IS NOT ACCEPTED UNTIL NOTICE BY THE SAN BERNARDINO COUNTY REGIONAL PARKS DEPARTMENT.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_